ion INTERACTIVE

Interactive Content Data

What's available? What can be done with it? How much work is it?

Out of the Box

ion's data-driven interactive experiences produce an array of high-value, actionable data for both marketing and sales. All of that data is available to our customers right out of the box — without integrations.

Inside the ion platform

Data associated with users is actionable and available within the ion platform. User profiles are automatically augmented and actionable for segmentation, targeting, personalization and more.

› Details

Exports

Standard CSV file exports may be automated and scheduled for delivery via email, FTP or SFTP. You may then manipulate the CSV as you would any spreadsheet. Any field may be included.

› Details

Learn More about ion's Data & Analytic Features

› Forms & Form Data

› Data Integrations

› Analytics & Reporting

› Third-Party Tracking

Integration Options

Beyond leveraging your data within the ion platform and accessing raw data via CSV exports, ion is often integrated within marketing technology stacks. The table below summarizes the types of data available to you, its value and the effort required to integrate it with your common systems such as CRM and marketing automation.

TYPES OF DATA	Basic Lead Data › Details	ion Core Data › Details	Global Dialogue Data › Details	Experience-Specific Dialogue Data › Details
EXAMPLES	First name, last name, email address, phone number	Geolocation (country, region), referrer, user agent string, IP address	Global mashup (for marketing automation), Sell-Side Timeline (lead-specific link)	Customer-defined fields specific to each interactive experience
VALUE/USEFULNESS	Lead data — commonly integrated in marketing automation and CRM platforms	Descriptive behind-the-scenes data often mapped to existing external fields and used for qualification and/or correlation	Dialogue data for segmentation, scoring and targeting in marketing automation; Sell-Side Timeline sales view of lead	Sometimes required for specific, actionable data point(s)
INTEGRATION EFFORT	**Basic** — typically these fields already exist in the target and can be exported in real time	**Basic Plus** — typically these fields are mapped to existing target fields and can be seamlessly exported in real time	**Intermediate** — one-time field creation effort in target platform(s) — both fields are reused by all interactive experiences	**Advanced** — recurring field creation effort in target platform(s)